

Memorandum

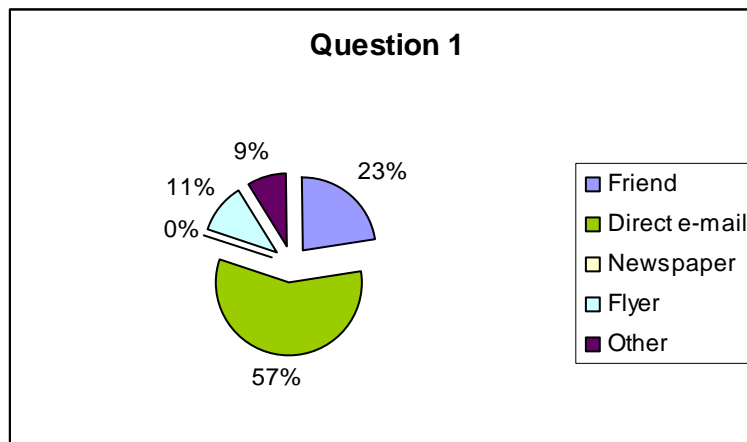
Diversity Office



On September 20, 2004, the City of Tempe Diversity Office featured its second lecture series on cultural awareness entitled “WHO’S Your Neighbor?” on Physical Disabilities. This series was offered at 12pm and again at 7pm. Approximately 50 community members and employees were in attendance for the 12pm session. The Diversity Office surveyed attendees at the conclusion of the lecture to gather feedback for evaluating the program and making improvements. Here are the results from the 12pm session:

1. How did you hear about this program?

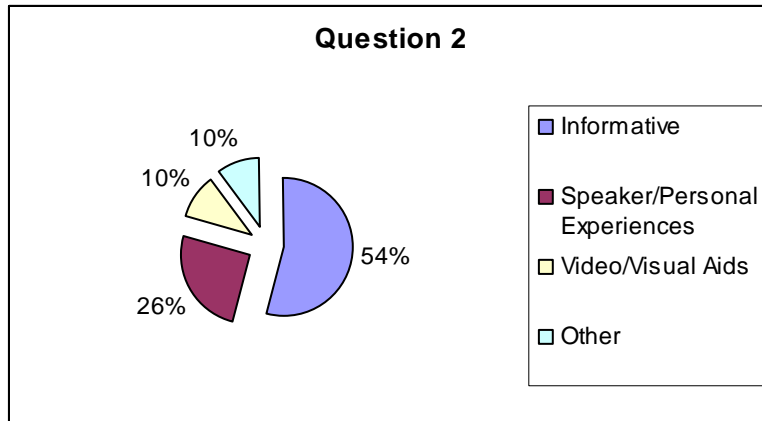
There were 35 responses to this question. Based on those results, the majority of the attendees, or 57% , heard about the program through direct e-mail. The Diversity Office maintains an electronic database, which acts like a mailing list, to send informational flyers on upcoming events. Word of mouth through friends and co-workers captured 23% of the responses. Among the “Other” category included: The City’s electronic bulletin board (City Information), Family, and the Human Relations Commission.



No one heard about the program through the newspaper.

2. What did you like best about today’s function?

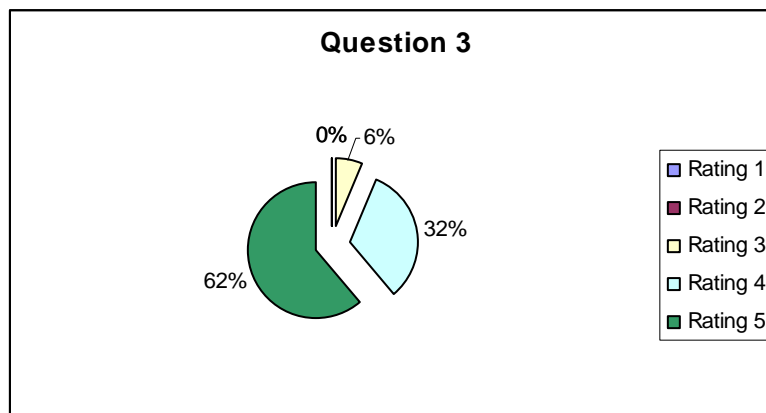
There were 38 responses to this open-ended question. All of the responses can be placed into the following categories: “*Informative/educational*”; “*Video/visual aids*”; “*Speaker/Personal Experiences*”; or “*Other*”. Based on the results, 54% felt that the program was informative, while 26% appreciated hearing personal experiences from the speaker, who himself suffers from a physical disability.



Among the responses in the “*Other*” category included: The opportunity for Q&A and the opinion on Proposition 400.

3. On a scale of 1-5, with 5 being the highest, please rate your experience with this program?

There were 31 responses to this question. The graph below reflects the response percentage of each rating.



Sixty-two percent of attendees rated their experience with the program at a rating of 5. None rate the program 1 or 2. Only two rated the program 3.

4. In efforts of providing continued quality programming, please list the topics you would like featured at the next “WHO’S Your Neighbor?” Brown Bag Lecture.

Responses from attendees included:

- Renters/Multi-Family housing versus Owner Occupied Single Family housing
- Always about people
- Neighboring cities and their interaction with the City of Tempe
- The Native American community
- The Mentally-Ill
- The Hispanic History in Tempe
- Women in Business-How to Succeed

- Generation X & Y
- Renters meeting Homeowners
- Religious Diversity
- Single Parents
- The Homeless
- Gay/Diversity Issues and Awareness
- Volunteer opportunities or school issues
- Other Cultures
- Language Challenges
- Homeless Street Kids
- Update on Disabilities Task Force
- Something with ASU-they are our Neighbor
- Tempe Sister Cities Programs
- Bias in the Media

5. Comments?

Attendees were given an opportunity to add any final comments to either the present or future Brown Bags.

Responses were:

- Keep offering the series.
- Very informative. David and Dave are a great team!
- Thank you for this very informative series
- Great program/great idea!
- Keep the programming up.
- Great work—keep it up.
- I enjoyed the lecture.
- Sessions should be tapped for channel 11.
- Good job!
- This program was very informative and I agree everyone should be treated with dignity and respect.
- Thank you. Good job!
- I found this to be very beneficial. Now I can take this back to the office and share.
- Informative and interesting dialogue. I think the personal comments help promote understanding. Good video.
- Great job!
- Thanks!
- Great idea to have sessions in the evening too.
- Too preachy and lecture like. I would have liked more perspectives and personal experiences.